

Mistakes

Joshua Lifton
Co-founder & President
CROWD SUPPLY

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Taxonomy

Most people's blunders cluster by category:

- **Conceptual**
- **Financial**
- **Promotional**
- **Operational**
- **Logistical**



1. Bad Idea

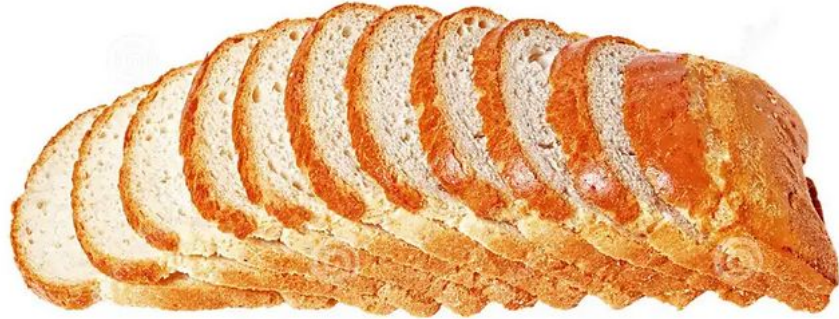
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- **Too illegal: eyePhone 15 Pro**

3. Discounting the Competition

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Understanding your competition means understanding:

- **How your potential customers are currently solving their problems.**
- **How customers would otherwise spend the money you are asking for.**

4. High Pricing

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Reasons prices are too high:

- **Costs are too high.**
- **Egos are too high.**
- **Greed is too high.**

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- **Not understanding the all-or-nothing nature of crowdfunding.**
- **Believing in the psychological effect a high funding goal will have on customers.**

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- **Interact strongly with trade wars and country of origin (COO)**

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- **You should feel comfortable accepting liability.**

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- **Customer analysis paralysis.**
- **Great way to avoid thinking about what your customers actually want.**

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- **Your customers are smart, so treat them as such.**
- **Reach out to specific people and give them a reason to care.**

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- **How will you finance future production runs?**
- **How will you distribute and warehouse your product?**

CROWD SUPPLY

Thank you for your attention.